DOCUMENT RESUME

ED 269 778 CS 209 734

AUTHOR Garrison, Bruce
TITLE Readership Habits of Subscribers to a Spanish-Language Metropolitan Magazine.
PUB DATE Aug 86
NOTE 35p.; Paper presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication (69th, Norman, OK, August 3-6, 1986).
PUB TYPE Reports - Research/Technical (143) -- Speeches/Conference Papers (150)

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS *Foreign Language Periodicals; *Hispanic Americans; *Media Research; *Periodicals; *Reading Habits; *Reading Interests; Sex Differences; Spanish Speaking
IDENTIFIERS *Readership Analysis

ABSTRACT

Noting the increase in the number of Hispanics in the United States and a parallel increase in the number of magazines for this segment of the population, a study analyzed readership patterns of a Spanish-language metropolitan magazine. Data were collected by means of a mail survey completed by 282 subscribers of the "Miami Mensual." Six demographic variables were investigated: respondent's sex, educational level, language preference for reading, age, occupation, and household income. It was hypothesized that there would be no readership differences across these variables. The results supported this hypothesis. The results suggest, however, that there is a need to investigate further gender difference in reading preferences and the influence of Hispanic culture on these preferences. (Tables of data are included.) (HTH)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)
X This document has been reproduced as received from the person or organization originating it.
☐ Minor changes have been made to improve reproduction quality.
• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

ED269778

READERSHIP HABITS OF SUBSCRIBERS TO A SPANISH-LANGUAGE METROPOLITAN MAGAZINE

Bruce Garrison
School of Communication
University of Miami
P.O. Box 248127
Coral Gables, Florida 33124

A paper presented to the Magazine Division of the Association for Education in Journalism and Mass Communication in the open papers competition at the annual convention at the University of Oklahoma, Norman, Oklahoma, August 3-6, 1986.

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY
Bruce Garrison
TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

CS 209 734

READERSHIP HABITS OF SUBSCRIBERS

TO A SPANISH-LANGUAGE METROPOLITAN MAGAZINE

Bruce Garrison
School of Communication
University of Miami
P.O. Box 248127
Coral Gables, FL 33124

The number of Hispanics in the U.S. is increasing at a rapid rate. Magazines for this segment of the population also have increased at a fast rate. This study analyzed readership of a Spanish-language metropolitan magazine. Research literature established a base of knowledge about the standard English-language city magazine, but little is reported about readership of Spanish-language publications, especially those few which follow the city magazine format. The study investigated six independent demographic variables: respondent's sex, educational level, language preference for reading, age, occupation, and household income.

Data were collected in a mail survey sample of subscribers to a Miami, Florida, magazine (n = 282; margin of error = plus or minus 5.8 percent; response rate 28 percent). Based on readership literature, the study hypothesized there would be no readership difference across demographic variables.

Respondents were found to be 73 percent married, 64 percent male, 66 percent college educated, 55 percent business owner or professional/executives, and earning a household median of $45,050 annually. All hypotheses were supported; that is, there were no differences across these variables for readership. The results of the study suggest, however, that there is need to further investigate gender difference in reading preferences and the influence of Hispanic culture on these preferences.

READERSHIP HABITS OF SUBSCRIBERS TO A SPANISH-LANGUAGE METROPOLITAN MAGAZINE

Bruce Garrison
School of Communication
University of Miami
P.O. Box 248127
Coral Gables, FL 33124

This study analyzed readership patterns of a Spanish-language metropolitan magazine by investigating six traditional independent demographic variables: respondent gender, educational level, language preference for reading, age, occupation, and household income. It was hypothesized there would be no readership difference across demographic variables. All hypotheses were supported--- there were no differences across these variables for readership. There is need to further investigate gender difference in reading preferences and the influence of Hispanic culture on these preferences.

Bruce Garrison is an associate professor in the News-Editorial and Photocommunication Program of the School of Communication at the University of Miami, Coral Gables, Florida.

This study was funded in part by a grant from Miami Mensual Magazine in spring and summer 1985. The author is grateful to the publisher and editor for their support of the research conducted. The author is also grateful for the support of the School of Communication at the University of Miami.

READERSHIP HABITS OF SUBSCRIBERS TO A SPANISH-LANGUAGE METROPOLITAN MAGAZINE

We are not even sure how many Hispanics currently reside in the United States. Exter reported the range from 16.5 million to 30 million in 1985. He estimated the total at 18 million (1). It is certain, however, that the number of U.S. Hispanics is growing. Hispanics are presently the second-largest minority group in the nation and are a heterogenious group (2). As the Hispanic population continues its growth to become what some authorities predict will be the largest minority group in the U.S. by the beginning of the 21st century, this Spanish-speaking and reading segment of our population is making greater demands on the mass media for satisfaction of its information needs (3). In major Hispanic markets such as Los Angeles, San Diego, New York, Houston, and Miami, a slow but steady increase in the number of Spanish-language television stations, radio stations, newspapers, and magazines is evident. Exter noted that in these major markets the proportion of Spanish-dependent residents is over 80 percent of all Hispanics in Los Angeles, Miami, and Chicago, and nearly as high in New York City (4). In the print news media, specialized publications to meet the broadening interests of Spanish-language readers have appeared in the past decade. These publications are unique in that they are written and edited specifically for Hispanics instead of the usual

translated-into-Spanish American magazines sold in the U.S. and in Latin America.

One developing type of magazine is the metropolitan magazine. These have been editorially successful--- if not financially successful as well--- since New York magazine grew out of the New York Herald-Tribune in the 1960s and set the pace for others to follow in many major U.S. cities. Fletcher argued their most successful period was 1962-74 and the metropolitan magazine boom is continuing (5). Fletcher and VanderBergh note that the number of metropolitan magazines have increased and their varieties seem to be expanding as well--- to variations of the standard "city magazine" such as shelter-oriented publications and regionally oriented products (6).

Astute magazine publishers and editors, desiring to serve the unique metropolitan Spanish-language market, have determined the New York magazine format of metropolitan magazines--- appealing to upscale, active, affluent young professionals--- would be a winner with Hispanics as well. Exter argued, "because most Hispanics buy mainstream products, there are good reasons to inject an element of Hispanic culture into national, English-language campaign or to air a Spanish-language campaign that parallels the English version . . . (7)."

Literature Review

Published research about magazine readership has proliferated in the past decade. Much of what was once proprietary information remains so, but more and more research has become public as studies are conducted at universities and colleges and by magazine associations such as the City and Regional Magazine Association (8). We are, in short, learning a great deal about magazine readers and their habits. As Shoemaker and Inskip argued, magazine managers know their life and death depends upon "how well they give their readers what the readers want" (9).

Recent studies have looked at magazine readership within the uses and gratifications framework as well as other approaches. Towers and Hartung, for example, found magazine readership was related to the diversion idea of improving a reader's lifestyle and the interaction idea of obtaining information to pass along to others. Readership of consumer magazines was found to be related to improving lifestyles (10). Shoemaker and Inskip, studying a specialized magazine, determined the uses and gratifications approach was a tool for targeting subcategories of audiences for particular magazine content and to predict audience evaluations and usage of magazines (11). In another study, Lichtenstein and Rosenfeld concluded that magazine readership was due in part to the need for entertainment (12).

The ability to enjoy the written word is a factor in magazine readership. Well written and understandable writing,

including articles in the language which the reader finds most comfortable, helps a magazine to be successful with its readers. Evarts argues the basic ingredient of the magazine is writing. Without good writing, he says, the audience is lost (13).

It is clear that the successful magazine meets the needs of the audience it publishes for--- a specific audience of known parameters (14). The segmentation of the magazine market in the past two decades has demonstrated this point (15). And while most research has been conducted with the idea to boost advertising, magazine editors are giving increased attention to editorial research at the same time (16).

Metropolitan and regional magazine editors, like other managers of the print news media, seek to learn about the reading habits of their readers in order to better serve them. These city publications have traditionally offered articles which are characterized "by jaunty, open formality . . . . <A> modern approach to changing lifestyles in the city. Types of articles range broadly, but the most popular appear to be personality profiles and international investigational pieces. Most have a definite local orientation . . . " (17).

Hynds found significant differences in the roles of the city magazine and city newspaper, stating that city magazines fill some of the information void left by newspapers: "In theory, at least, they can provide another point of view where only one exists in the media and probe vital issues not being explored adequately by newspapers" (18). Content of the city

magazine tends to be influential on readers, especially in-depth content through articles, columns, and letters. Principal topics were education, energy and health, transportation, planning and zoning, civic and government reform, crime, human rights, and inflation (19).

A 1985 newspaper study of Latin readers in the Greater Miami area determined readers were habitual and copies received extensive multiple readings. The study found 51 percent of these Latins, 88 percent of whom were Cuban, had subscribed to the newspaper for five years or more. The study also found the newspaper was read by almost three persons per issue (20).

There are numerous demographic predictors of readership (21). These characteristics of people who read all or part of a city/metropolitan magazine are to be studied here. Five of the major demographic variables are: (a) sex, (b) educational level, (c) age, (d) occupation, and (e) income. Fletcher suggested. "From an advertising standpoint, one of the strongest differentiating characteristics of the city magazines is their audience composition . . . . They serve a demographically high-quality market" (22). Furthermore, because this is a Spanish-language magazine, a sixth variable, language preference for reading, has been included.

Research Hypotheses

From the literature, it is clear there is a need to investigate the content interests of subscribers of a Spanish-language metropolitan magazine. In this study, the independent variables are sex of reader, educational level of reader, language preference of reader when reading, age of reader, occupation of reader, and household income of reader. The dependent variable is readership. Therefore, the following research hypotheses guide the focus of the study:

H1. There is no difference in male and female subscribers' readership interests.

H2. There is no difference in subscriber educational levels in terms of readership.

H3. There is no difference in Spanish-language reading preference subscribers' and English-language reading preference subscribers' readership.

H4. There is no difference in age groups in terms of readership.

H5. There is no difference in subscribers' occupations in terms of readership.

H6. There is no difference in subscribers' household income levels in terms of readership.

Method

For a study of a Spanish-language metropolitan magazine, a case approach was chosen. Subscribers of one metropolitan magazine were selected from a market with a high proportion of Hispanic Spanish-language readers--- estimated at 35.7 percent in the 1980 U.S. Census and as high as 42.0 percent in a 1983 estimate (23). This study, part of a larger readership and market behavior project commissioned by a city/metropolitan magazine, Miami Mensual, represents subscribers from across the United States, but the largest percentage of the respondents reside in the Greater Miami metropolitan area of Dade and Broward counties, Florida.

Magazine advertising and editorial readership may be measured through one of two main methods. One is the "through-the-book" or "editorial interest" method, which uses copies of the publication in personal interviews. The second is the "recent reading" method, which uses recall rather than recent recognition to identify whether a magazine was read (24). Stewart used a self-report questionnaire as the instrument for measuring article readership habits of a specialized magazine's readers. Stewart analyzed readership with demographic variables such as occupation, income, race, sex, and education (25). Millard also studied article readership of a specialized magazine with a self-report questionnaire, looking at age, household income, city of residence size, education, and frequency of readership as major variables (26). Haskins found

the survey to be an effective instrument in magazine readership as well (27).

A two-page self-administered readership questionnaire was developed to operationalize readership and demographic variables. The questionnaire, originally drafted in English, was translated into Spanish, printed, and mailed.

In this study, six demographic variables were selected: sex, age, household income, occupation, education, and primary reading language. Readership was measured by (a) amount of time issue is kept at home, (b) articles read most often, (c) desire for addition of certain types of articles, (d) desire for deletion of certain types of articles, and (e) reading habits of other Spanish-language news media.

The mail survey was conducted in spring 1985. The population for the study was defined as paid subscribers to Miami Mensual in February 1985 (n = 6,800). A systematic interval sample of the computer-based subscriber list was taken, resulting in a sample of 1,000 subscribers. To enhance response rate, respondents were asked to identify a local charity which they would select and the magazine publisher would send $1 to it for the reader. Data were processed and analyzed through the research facilities of the University of Miami, using subprograms from the Statistical Package for the Social Sciences (SPSS) (28).

Findings

A total of 283 subscribers returned questionnaires by the cut-off date, resulting in a rather low response rate of 28.3 percent. Budgetary restrictions of the study limited a follow-up mailing to increase response rate. Thus, for this sample, the margin of error is plus or minus 5.8 percent. One questionnaire was judged not useable, leaving a final n = 282.

A median of 3.12 readers were found per issue. A total of 37.7 percent of respondents retain a copy of the magazine six months or more. Another 51.8 percent keep a copy for one to three months.

In terms of general mass media use, 58.2 percent read other magazines in Spanish. Two-thirds of the respondents (67.4 percent) read Spanish-language newspapers as well. Over half listen to Spanish-language radio (54.6 percent) and watch Spanish-language television (60.6 percent) in South Florida. Popular Spanish-language magazines, other than Miami Mensual, include Vanidades, Reader's Digest, Hola, and Geomundo. Local Spanish-language newspapers are popular. The independent Diario Las Americas is read by 46.8 percent and El Herald, published by The Miami Herald, is read by 38.3 percent. The English edition of The Herald is read by 36.2 percent of the respondents. The competing Miami/South Florida magazine is read by 12.4 percent of Miami Mensual's subscribers in this study.

Generally, the demographics of this study are summarized in Table 1. The magazine attracts upscale subscribers, as indicated in these data.

Table 1 goes about here

Spanish-language magazine subscribers in this study strongly prefer Spanish over English. Over three in four subscribers (75.0 percent) want Spanish.

Chi-square values were calculated to test for differences in the measures of the dependent variable, readership. Findings are reported in the next six sections.

Gender and Readership

Hypothesis 1 predicted there would be no difference in gender readership habits of the magazine. It appears from the data presented in Table 2, the hypothesis is supported; a difference does not exist. However, in terms of one measure of readership--- retention--- Miami Mensual female subscribers hold on to the magazine significantly longer than males. In a second measure, current content readership of the magazine, data show females prefer fashion, lifestyle-people-restaurants articles while males express a desire for local politics and business articles, but this measure was not significant. Females prefer to see more articles added on lifestyle and personalities. Males

tend to want additional coverage of sports. Other categories were not statistically significant.

Table 2 goes about here

In terms of topics subscribers would like to see added to and deleted from the magazine, chi-square values could not be computed because cell size was too small in more than 20 percent or more of the cells (29).

Finally, more females (63.2 percent) than males (56.1) prefer to read magazines in Spanish, although this was not significant. However, significantly more males (74.0) than females (56.8) prefer to read newspapers in Spanish.

Education and Readership

In analyzing data to test Hypothesis 2, preliminary analysis of data suggested recoding this variable into levels of low, medium, and high. Low education was defined as combining high school only respondents with those with some college education (32.3%); medium was created by those with a college degree (30.1%); high was created by combining those with some graduate study with those with a graduate degree (37.6%), with missing cases deleted.

Table 3 goes about here

Data in Table 3 show the hypothesis is supported. There is no difference in educational level and readership interests. None of the measures was significantly different across educational levels. Only newspaper readership in Spanish seemed affected by educational level, with more medium and high level education respondents reading newspapers in Spanish than those with low level education.

Reading Language and Readership

Subscribers to Miami Mensual are unique in that most are bilingual and have the option of reading in either Spanish or in English. Part of the magazine (a very small proportion) is in English. Hypothesis 3 predicted there would be no difference in readership of those preferring to read in English and those preferring Spanish. The hypothesis is supported.

Reading language preference was significantly different on only one measure of readership, issue retention. Among those preferring English, retention of the magazine is shorter, as shown in Table 4. Most English-preference subscribers keep the magazine three months or less (66.6 percent), where most Spanish-preference subscribers keep their copies three months or more (60.2 percent).

Table 4 goes about here

There are distinct differences in Miami Mensual content readership as well, but these were not statistically significant. Those preferring Spanish-language for reading appear to read Spanish-language newspapers and magazines more than those preferring English, although neither finding was statistically significant.

Age and Readership

In analyzing data to test Hypothesis 4, age data were recoded into high and low. The median age (48.6 years) and mean age (49.1 years) suggested the dividing point. Therefore low included those up to 48 years of age (48.2 percent) and high included those 49 and higher (51.8 percent), with missing cases deleted.

Table 5 goes about here

The hypothesis is supported. In terms of age, only one element each for two measures of readership are significant. These are younger readers' high interest in lifestyle articles and older readers' strong interest in newspaper reading in Spanish. Issue retention, articles most often read, and content added and deleted are not different across age.

Occupation and Readership

To test Hypothesis 5, data were recoded into two groups: (a) professionals, executives, and business owners and (b) other occupations (including no occupation). Professionals, executives, and business owners accounted for 53.7 percent of the sample and all others were 46.3 percent, with missing cases deleted.

Table 6 goes about here

This hypothesis is supported. Data in Table 6 indicate no significant difference in "elite" white collar occupations--- the target market of the magazine--- and other occupations represented in the sample. Only one measure and two other elements of two measures of readership were significant. The significant measure is issue retention. Elite white collar subscribers save the magazine less time than other occupations. Executives, professionals, and business owners keep the magazine up to three months while other occupations are more likely to save the magazine from four to six months or more. Naturally, the elite group has a strong interest in business articles and a strong preference to read newspapers in Spanish.

Income and Readership

To analyze data to test Hypothesis 6, data were recoded into high and low household income groups. High household income was defined as those above the median household income ($45,050) and low household income was defined as those below median household income. The high household income group was 69.6 percent of the sample with missing cases deleted.

Table 7 goes about here

Data in Table 7 show this hypothesis is also supported. Not one of the six measures was significant. In terms of household income, issue retention and other readership measures were not significant. Only one measure of articles to be added, investment, was significant. Individuals with income below the median sought investment information more than those with higher incomes.

Discussion

While the hypotheses are supported, the hypotheses predicted no differences in readership for all independent variables. There was no support for the influence of education, reading language preference, age, occupation, and household income, and sex of subscriber.

The hypothesis of no gender difference was supported, but not as strongly on all measures, thus suggesting a need for further research into the gender differences in readership of Spanish-language metropolitan magazines. Herein lies the strength of this study. It has been determined that females retain this Spanish-language magazine longer. In terms of significant differences in content preferences, females seek additional articles on lifestyles and personalities. Males seek articles on business and sports. These are no different from what research has shown for typical U.S. city-regional magazines.

Perhaps there are social-cultural roles of the sexes among Hispanic households which strongly influence readership interests. Bogart has concluded that cultural environment explains media use habits (30). A subsequent study of this market and specifically, this magazine, should investigate the influences of and the differences in Anglo and Hispanic households. Certainly the rather traditional differences found in subject preference (males prefer business and sports; females prefer lifestyles and personalities) which were statistically

significant suggest that readership preferences by gender are more extreme in the Hispanic culture.

Across all hypotheses, issue retention is affected by gender ($p = 0.0086$), reading language preference ($p = 0.0133$), and occupation ($p = 0.0347$). This suggests a need to further investigate the influences of these variables on the Spanish-language magazine as a reference after initial reading. There is need to study which articles and departments of the magazine appeal to these specific demographic groups to hold or not to hold on to the magazine.

Additional research should be conducted on the more subtle differences found in the study and whether there are other demographic or other independent variables which affect readership of these unusual magazines as their market continues to grow.

Finally, it follows that there be investigation into the motivations of subscribers of these unique Spanish-language magazines. A uses and gratifications approach would aid in determining what reasons these subscribers offer for the selection of certain sections and certain topics in the magazine. A determination of why Hispanics read these magazines may shed light on the findings in this study.

TABLE 1

MIAMI MENSUAL SUBSCRIBER DEMOGRAPHICS

Variable		n	Statistic
Age:		(273)	Median = 48.6 Mean = 49.1
Marital status:		(276)	
	Married		73.2%
	Single		14.9
	Divorced		12.0
Sex of respondent:		(268)	
	Male		64.6%
	Female		35.4
Education level:		(274)	
	High school graduate		18.6%
	Some college study		14.6
	College degree		31.0
	Some graduate study		9.9
	Graduate or professional degree		25.9
Primary occupation:		(275)	
	Executive or professional		41.8%
	Business owner		13.1
	Sales		6.2
	Secretarial/clerical		4.0
	Craftsman		2.5
	Student		5.5
	Government/public service		1.5
	Retired		12.4
	Homemaker		5.5
	Unemployed		0.4
	Other		7.3
Family income		(168)	Median = $45,050.00 Mean = $64,760.94
Readers per issue		(234)	Median = 3.12 Mean = 4.82

TABLE 2

GENDER AND READERSHIP PREFERENCES

Variable	n-size	Male	Female	p-value
Issue retention:	(266)			
0-1 month	(66)	68.2%	31.8%	
2-3 months	(86)	72.1	27.9	
4-5 months	(12)	25.0	75.0	
6 months or more	(102)	59.8	40.2	
Chi-square = 11.68, df = 3				0.0086*
Articles read most often:				
(1st mention)	(165)			
Local-politics-international	(21)	61.9	38.1	
Fashion-lifestyle-people-restaur.	(18)	38.9	61.1	
Business	(8)	75.0	25.0	
Other	(118)	68.6	31.4	
Chi-square = 6.51, df = 3				0.0893
Wants more articles added about:				
Business	(268)	50.9%	26.3	0.0002*
Investment	(268)	64.8	35.2	1.0000
Lifestyle	(268)	49.1	73.7	0.0002*
Personality	(268)	38.2	54.7	0.0129*
Politics	(268)	37.6	30.5	0.3066
Society	(268)	30.6	38.9	0.2139
Sports	(268)	24.9	11.6	0.0150*
Travel	(268)	59.5	61.1	0.9109
		df = 1 for all tables		
What other topics do you wish to read:				
(first mention)	(145)	69.7%	30.3%	
Art-cinema-theater	(11)	45.4	54.5	
World history-Cuba-Latin community	(20)	85.0	15.0	
Health-religion-medicine	(11)	45.5	54.5	
Other	(103)	71.8	28.2	
2 out of 8 cells (25.0%) have cell frequency n < 5				

TABLE 2 (continued)

GENDER AND READERSHIP

Variable	n-size	Male	Female	p-value
Topics which should be dropped:				
(1st mention)	(96)			
Business-negative politics	(16)	62.5%	37.5%	
Social-rich-famous-fashion	(15)	66.7	33.3	
Calendar	(4)	75.0	25.0	
Nothing	(44)	65.9	34.1	
Other topics	(17)	70.6	29.4	
2 out of 10 cells (20.0%) have cell frequency n < 5				
Read Spanish language media:				
Magazines	(268)	56.1%	63.2%	0.3186
Newspapers	(268)	74.0	56.8	0.0062*
		df = 1 for both tables		

TABLE 3

EDUCATION AND READERSHIP PREFERENCES

Variable	n-size	Low	Medium	High	p-value
Issue retention:	(276)				
0-1 month	(69)	28.3%	36.2%	43.5%	
2-3 months	(91)	29.7	26.4	44.0	
4-5 months	(12)	33.3	33.3	33.3	
6 months or more	(104)	44.2	28.8	26.9	
3 out of 12 cells (25.0%) have cell frequency n < 5					
Articles read most often:					
(1st mention)	(171)				
Local-politics international	(22)	22.7%	31.8%	45.5%	
Fashion-lifestyle-people-restaur.	(20)	35.0	25.0	40.0	
Business	(8)	25.0	37.5	37.5	
Other	(121)	34.7	35.5	29.8	
3 out of 12 cells (25.0%) have cell frequency n < 5					
Wants more articles added about:					
Business	(282)	26.5%	33.3%	40.2%	0.2127
Investment	(282)	45.1	41.2	34.0	0.2692
Lifestyle	(282)	34.4	30.6	35.0	0.5499
Personality	(282)	35.0	28.3	36.7	0.6850
Politics	(282)	33.0	27.8	39.2	0.8254
Society	(282)	41.8	27.5	30.8	0.0570
Sports	(282)	29.8	38.6	31.6	0.2847
Travel	(282)	31.3	33.1	35.5	0.4151
df = 1 for all tables					
What other topics do you wish to read?					
(1st mention)	(150)				
Art-cinema-theater	(11)	36.4%	36.4%	27.3%	
World history-Cuba-Latin Commun.	(20)	15.0	55.5	30.0	
Health-religion-medicine	(12)	16.7	33.3	50.0	
Other	(107)	38.3	31.8	29.9	
6 out of 12 cells (50.0%) have cell frequency n < 5					

TABLE 3 (continued)

EDUCATION AND READERSHIP

Variable	n-size	Low	Medium	High	p-value
Topics which should be dropped:					
(1st mention) (99)					
Business-negative politics	(16)	43.8%	43.8%	12.5%	
Social-rich-famous-fashion	(15)	33.3	26.7	40.0	
Calendar	(4)	25.0	50.0	25.0	
Nothing	(47)	53.2	21.3	25.5	
Other topics	(17)	11.8	47.1	41.2	
7 out of 15 cells (46.7%) have cell frequency n < 5					
Read Spanish language media:					
Magazines	(282)	34.8%	31.1%	34.1%	0.3490
Newspapers	(282)	32.6	34.2	33.3	0.0436*
df = 1 for both tables					

TABLE 4

LANGUAGE AND READERSHIP PREFERENCES

Variable	n-size	English	Spanish	p-value
Issue retention:	(254)			
0-1 month	(62)	30.6%	69.4%	
2-3 months	(81)	28.4	71.6	
4-5 months	(12)	50.0	50.0	
6 months or more	(99)	15.2	84.8	
Chi-square = 10.72, df = 3				0.0133*
Articles read most often:				
(1st mention)	(163)			
Local-politics-international	(21)	14.3%	85.7%	
Fashion-lifestyle-people-restaur.	(18)	11.1	88.9	
Business	(8)	50.0	50.0	
Other	(116)	23.3	76.7	
3 out of 8 cells (37.5%) have cell frequency n < 5				
Wants more articles added about:				
Business	(256)	46.9%	39.1%	0.3402
Investment	(256)	32.8	44.3	0.1429
Lifestyle	(256)	57.8	58.3	1.0000
Personality	(256)	43.8	44.3	1.0000
Politics	(256)	28.1	37.0	0.2557
Society	(256)	35.9	33.3	0.8192
Sports	(256)	21.9	20.8	1.0000
Travel	(256)	59.4	59.4	1.0000
df = 1 for all tables				
What other topics do you wish to read:				
(first mention)	(139)			
Art-cinema-theater	(10)	20.0%	80.0%	
World history-Cuba-Latin commun.	(16)	6.3	93.8	
Health-religion-medicine	(11)	9.1	90.9	
Other	(102)	26.5	73.5	
3 out of 8 cells (37.5%) have cell frequency n < 5				

TABLE 4 (continued)

LANGUAGE AND READERSHIP

Variable	n-size	English	Spanish	p-value
Topics which should be dropped:				
(1st mention) (96)				
Business-negative politics	(16)	25.0%	75.0%	
Social-rich-famous-fashion	(14)	21.4	78.6	
Calendar	(4)	0.0	100.0	
Nothing	(46)	17.4	82.6	
Other topics	(16)	18.8	81.3	
5 out of 10 cells (50.0%) have cell frequency n < 5				
Read Spanish language media:				
Magazines	(256)	48.4%	63.0%	0.0561
Newspapers	(256)	60.9	70.3	0.2160
		df = 1 for both tables		

TABLE 5

AGE AND READERSHIP PREFERENCES

Variable	n-size	Up to 48	49-older	p-value
Issue retention:	(276)			
0-1 month	(69)	46.4%	53.6%	
2-3 months	(91)	48.4	51.6	
4-5 months	(12)	50.0	50.0	
6 months or more	(104)	51.9	48.1	
Chi-square = 0.56, df = 3				0.9062
Articles read most often:				
(1st mention)	(171)			
Local-politics-international	(22)	54.5%	45.5%	
Fashion-lifestyle-people-restaur.	(20)	65.0	35.0	
Business	(8)	50.0	50.0	
Other	(121)	43.0	57.0	
2 out of 8 cells (25.0%) have cell frequency n < 5				
Wants more articles added about:				
Business	(282)	40.4%	42.5%	0.8229
Investment	(282)	37.5	41.8	0.5403
Lifestyle	(282)	64.0	50.0	0.0247*
Personality	(282)	45.6	39.7	0.3819
Politics	(282)	29.4	39.0	0.1151
Society	(282)	32.4	32.2	1.0000
Sports	(282)	21.3	19.2	0.7642
Travel	(282)	55.9	61.6	0.3890
		df = 1 for all tables		
What other topics do you wish to read:				
(first mention)	(150)			
Art-cinema-theater	(11)	54.5%	45.5%	
World history-Cuba-Latin commun.	(20)	45.0	55.0	
Health-religion-medicine	(12)	41.7	58.3	
Other	(107)	50.5	49.5	
Chi-square = 0.61, df = 3				0.8948

TABLE 5 (continued)

AGE AND READERSHIP

Variable	n-size	Up to 48	49-older	p-value
Topics which should be dropped:				
(1st mention)	(99)			
Business-negative politics	(16)	68.8%	31.3%	
Social-rich-famous-fashion	(15)	53.3	46.7	
Calendar	(4)	75.0	25.0	
Nothing	(47)	40.4	59.6	
Other topics	(17)	52.9	47.1	
2 out of 10 cells (20.0%) have cell frequency n. < 5				
Read Spanish language media:				
Magazines	(282)	58.1%	58.2%	1.0000
Newspapers	(282)	58.1	76.0	0.0020*
		df = 1 for both tables		

TABLE 6

OCCUPATION AND READERSHIP

Variable	n-size	Executives, Professionals, bus. owners	All others	p-value
Issue retention:	(275)			
0-1 month	(69)	66.7%	33.3	
2-3 months	(91)	58.2	41.8	
4-5 months	(11)	45.5	54.5	
6 months or more	(104)	45.2	54.8	
Chi-square = 8.62, df = 3			0.0347*	
Articles read most often:				
(1st mention)	(171)			
Local-politics-international	(22)	54.5%	45.5%	
Fashion-lifestyle-people-restaur.	(20)	35.0	65.0	
Business	(8)	87.5	12.5	
Other	(121)	53.7	46.3	
2 out of 8 cells (25.0%) have cell frequency n < 5				
Wants more articles added about:				
Business	(281)	55.6%	25.4%	0.0000*
Investment	(281)	35.1	44.6	0.1324
Lifestyle	(281)	55.6	55.7	0.8203
Personality	(281)	39.7	45.4	0.4040
Politics	(281)	31.8	36.9	0.4361
Society	(281)	28.5	36.9	0.1673
Sports	(281)	17.9	23.1	0.3517
Travel	(281)	57.6	60.8	0.6786
df = 1 for all tables				
What other topics do you wish to read?				
(1st mention)	(150)			
Art-cinema-theater	(11)	45.5%	54.5%	
World history-Cuba-Latin Commun.	(20)	55.0	45.0	
Health-religion-medicine	(12)	50.0	50.0	
Other	(107)	43.9	56.1	
Chi-square = 0.92, df = 3				0.8215

TABLE 6 (continued)

OCCUPATION AND READERSHIP

Variable	n-size	Executive, Professionals, bus. owners	All others	p-value
Topics which should be dropped:				
(1st mention)	(99)			
Business-negative politics	(16)	31.3%	68.8%	
Social-rich-famous-fashion	(15)	60.0	40.0	
Calendar	(4)	25.0	75.0	
Nothing	(47)	38.3	61.7	
Other topics	(17)	52.9	47.1	
2 out of 10 cells (20.0%) have cell frequency n < 5				
Read Spanish language media:				
Magazines	(281)	60.3%	55.4%	0.4807
Newspapers	(281)	73.5	60.0	0.0227*
df = 1 for both tables				

TABLE 7

INCOME AND READERSHIP

Variable	n-size	Up to $45050	$45051-up	p-value
Issue retention:	(276)			
0-1 month	(69)	30.4%	69.6%	
2-3 months	(91)	24.2	75.8	
4-5 months	(12)	25.0	75.0	
6 months or more	(104)	36.5	63.5	
Chi-square = 3.65, df = 3				0.2980
Articles read most often:				
(1st mention)	(171)			
Local-politics international	(22)	36.4%	63.6%	
Fashion-lifestyle-people-restaur.	(20)	45.0	55.0	
Business	(8)	25.0	75.0	
Other	(121)	32.2	67.8	
Chi-square = 1.59, df = 3				0.6612
Wants more articles added about:				
Business	(282)	36.9%	43.4%	0.3758
Investment	(282)	50.0	35.4	0.0303*
Lifestyle	(282)	57.1	56.6	1.0000
Personality	(282)	50.0	39.4	0.1296
Politics	(282)	40.5	31.8	0.2067
Society	(282)	33.3	31.8	0.9127
Sports	(282)	27.4	17.2	0.0734
Travel	(282)	60.7	58.1	0.7805
df = 1 for all tables				
What other topics do you wish to read:				
(first mention)	(150)			
Art-cinema-theater	(11)	27.3%	72.7%	
World history-Cuba-Latin commun.	(20)	25.0	75.0	
Health-religion-medicine	(12)	25.0	75.0	
Other	(107)	34.6	65.4	
2 out of 8 cells (25.0%) have cell frequency n < 5				

TABLE 7 (continued)

INCOME AND READERSHIP

Variable	n-size	Up to $45050	$45051-up	p-value
Topics which should be dropped:				
(1st mention)	(99)			
Business-negative politics	(16)	62.5%	37.5%	
Social-rich-famous-fashion	(15)	40.0	60.0	
Calendar	(4)	25.0	75.0	
Nothing	(47)	34.0	66.0	
Other topics	(17)	11.8	88.2	
2 out of 10 cells (20.0%) have cell frequency n < 5				
Read Spanish language media:				
Magazines	(282)	59.5%	57.6%	0.8640
Newspapers	(282)	72.6	65.2	0.2782
		df = 1 for both tables		